R J Reynolds
Tobacco Company

Mark Young
New York Metro

July 28, 1998

To: Charlie DiBenedetto *(also attending Randi Gralla)*
Louann Alese *(also attending Howie Schiller)*
Lee Maney *(also attending Peggy Hansen)*
Steve Grossberg *(also attending Marty Perskin)*

Subject: Special Salem Meeting / August 5 at 3pm
Warwick Hotel / Manhattan
(special note: this meeting will be business casual)

Dear Managers,

Listed below is the information on the up-coming meeting:

Attending from the Home Office:

Andy Schindler	*President and CEO*
Lynn Beasley	*Executive Vice President*
Jim Maguire	*Senior Vice President / Sales*
Dave Wilmesher	*Area Vice President*
Ronda Plummer	*Vice President / Salem*
Ron Grout	*Salem Brand Group*
Carol Russel	*Salem Brand Group*
Yvette Willard	*Salem Brand Group*
Alison Tomassini	*Salem Marketing Assistant / works for Grout*

Agenda for the meeting:

11:30	*Company Jet arrives Teteboro NJ / Limo to Warwick*
12:00	*Arrive Warwick Hotel*
	Charlie picks up Maguire/Wilmesher/Grout .... work the green zone
	Randi picks up Alison Tomassini.... work calls prior to meeting.
3:00	*Meeting at the Warwick begins*
5:00	*Cocktails in the meeting room*
6:00	*Dinner in the meeting room*
9:30	*Limo for Home Office personnel to Jet (Teterboro)*

Just as advance information, the Salem team is currently putting together a *special "bring the excitement back"* Salem package as we discussed at the mid-year meeting. This would tie into the PCD changeover period in September but would also include enough new bullets to truly work a dedicated Salem Blitz period in September / October. A few of the things that are being worked on now for this Salem blitz:

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Source: https://www.industrydocuments.ucsf.edu/docs/srbp0000

The $350,000 package will include:

* *New PDI (ie: floor decals, corex signs, neons, etc.)*
* *T-shirts for employees, retailers, and for retailers to give to salem smokers.*
* *The free carton offer to work in low-volume calls in conjunction with the metal semi-permanent display.*
* *Special Salem gift to all employees working the test area*
* *Special Salem Progress Meeting with test market employees*
* *Different Salem promotions to be determined*
* *Plus additional components not yet confirmed*

Now getting down to the up-coming meeting. As we have all discussed, it's very important that we put our best foot forward with this group of Executives. Without a doubt everyone selected the right Sales Representatives for this meeting ... you four individuals absolutely do your job exceptionally well, with a positive/can-do winning attitude and most importantly each of you have earned strong creditability with the complete management team across the region *(My compliments!)*. The one thing that we as a group need to be prepared to discuss is the our personal answer this question that will be asked by Andy:

"If you were me, would you Introduce the new Salem Nationally?"

This question is simply asking if you believe this new Salem proposition *(the new look of the pack and the addition of 4 new box styles)*, in your opinion would be good for the compete country in terms of stabilizing / growing Salem's declining share *(not the nuts & bolts of how it's being introduced here in NY Metro .... that's a different issue)*. If we believe that doing the change is good for the complete country, then we should show that excitement and confidence to Andy when asked the question. Just remember, Andy is interested in the "*Big Picture and Overall Concept*" ..... not all the individual tactical details such as types of advertising pieces, types of displays or promotions.

The one thing that the New York Metro Region Represents to everyone in the Home Office ..... is the most motivated, performance driven Sales Team in the country with a Winning Attitude ..... that gets the Results! Let's make sure that we reflect this attitude to these Executives!

I look forward to seeing everybody at the meeting.

Sincerely,

Mark Young

cc: McHugh / O'Rourke

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